



The clam accepts baking or stewing as a matter of course.

Have you not seen human beings who shared this disposition with the clam, and who by their hot, sticky, uncomfortable aspect offended every one who observed them?

Then do not be the clam—but avoid stewing or baking this hot weather by allowing us to outfit you in the proper wearing apparel, at prices that are lower than the so-called sale prices.

The John White Store

"Florida's Leading Clothiers."
209-211 S. Palafox Street.

The Roneo Pencil Sharpener

Guaranteed to save 50 per cent of your pencil cost, over any other automatic pencil sharpener. Quick simple, practical. We'll be glad to demonstrate this efficient office device to you.

BALL NOVELTY BOOK & CO.

Dept. M. Phone 912.
Cash must accompany all mail orders at these special prices.

MARSTON & QUINA,

West Florida's Oldest Furniture House.
Exclusive Agents Globe-Wernicke Book Cases.

BONITA THEATRE

Refined Photoplays

AMUSEMENTS

Elite Theatre Tomorrow.

With a program that will be a first class one in every respect the Elite theatre, Pensacola's most popular moving picture theatre, will open its doors to the public again tomorrow. The pictures will be of the most clean and attractive kind while the music promises to be a rare treat indeed. A splendid orchestra, consisting of eight pieces, will render classical and popular selections under the leadership of Prof. Henry Seel. Mr. Elmer Jerome, the South's most popular lyric tenor, will render vocal selections. He is a singer of rare ability and wherever he has appeared before the public he has met with great success. There can be no doubt but that the Elite will continue to be an important factor in Pensacola's choice of wholesome amusement. Needless to say, the management have given special attention to the comfort of their patrons. Several hundred new and comfortable seats have been installed and the ventilation of the theatre is so perfect

NO PRINCE ALBERTS FOR PERSPIRING STATESMEN; "ANYTHING TO KEEP COOL"—SLOGAN OF DIGNIFIED SOLONS AT WASHINGTON.



At the top, Representative "Doc" Akin of New York and Representative Stanley of Kentucky, at the bottom, Senator Reed Smoot of Utah and Senator Gardner of Maine.

Washington, Aug. 3.—Did you ever attend a Decoration Day celebration and see the local politicians rise up on the platform and deliver themselves of long and fervid oratory? Did you ever notice that they are always dressed in the dignified and sober Prince Albert coat? No matter how hot the day, none of them would ever think of rising to speak unless he were attired in this emblem of American statesmanship.

After the local dignitaries had their say and the chairman rose to introduce the most important of them all, the representative in congress from the district or one of the United States senators, were you not impressed by his distinguished appearance? Could you imagine him going about in shirt sleeves, with vest unbuttoned and a handkerchief tied about his neck? No! A thousand times, No! You could not. But they do so. The accompanying photographs taken in their offices in Washington show incontrovertible proof.

One day the papers print an interview with some one of the leaders that congress will adjourn early in August. The story arouses hope in many hearts. A few days after they print another interview with some other man just as prominent who says that there will be no adjournment until the middle of September. So it goes. Meanwhile it is hard to get together a quorum of the faithful to transact business. The other day when an important bill was up before the house there were not

enough members present and the sergeant-at-arms was instructed to go out and arrest any members that he could find and bring them in. They were rounded up from their offices and from the long cool corridors and cloakrooms of the capitol where they were basking in the breezes from electric fans or in the solitude of their offices where they had discarded their coats and were endeavoring to keep cool.

There are only two or three important bills up before congress that must be settled before the members can go home and these are the post-office appropriation bill, with the Bourne parcels post proposition attached, the tariff bills and the naval appropriation bill. It means some time to get these decided upon and in the meantime the statesmen will continue to sweat.

Most of them would be glad of the opportunity to get home and attend to the work of fixing their political fences for their re-election this fall. Some of them feel perhaps that they can't be re-elected and want to stay in office as long as possible. At any rate, they must continue to stay at the capitol and sweater until the close of the session.

A WOMAN NEVER LOOKS BETTER THAN HER HAIR

HERPICIDE.

Thousands of women owe their youthful appearance to Newbro's Herpicide. No matter what may be her hair, it is soft, glossy and fluffy, always looks younger than she is. Herpicide makes the hair beautiful with that sheen and shimmer which is so attractive and always indicates a healthy, natural growth. It keeps the scalp free from dandruff and the hair from falling out.

There are remedies said to be "just

as good," but Herpicide is the genuine original landruff germ destroyer. Newbro's Herpicide in 50c. and \$1.00 sizes is sold by all dealers who guarantee it to do all that is claimed. If you are not satisfied your money will be refunded. Recommended and applications made by the best barbers and hair dressers. Send 10c. in postage for sample and booklet to The Herpicide Co., Dept. R. Detroit, Mich. D'Almeida's Pharmacy, special agent.

Civic League Pointers

By the Civic League of Pensacola.

The Civic League will hold no meeting until the second Wednesday in September. It is very gratifying to the membership committee to give in the following new names: Mrs. M. E. Batts, Mrs. C. A. Avant, Mrs. C. A. Ray, Dr. Wilmer Hall, Mrs. Hilton Green, Mrs. M. E. Clark, Mrs. G. W. Marble, Mrs. Ray Mitchell, Mrs. F. M. Williams, Sr., and Miss Ada Hilton Green.

We feel much encouraged that we will reach our goal of two hundred members.

It is with great pride we hear from many sources and see how much has been done and is still being done to beautify the grass plots along the newly paved streets. Let every property owner realize they are personally responsible for the beauty of their plot. Even if you do rent, a few cents spent in flower seeds and vines will cover up unsightly fences and out-buildings and fully repay you in beauty. For your grass plot, Bermuda grass is as free as the air and sunshine. Suppose your street is not paved. A succession of well kept grass plots

along an unpaved street is more beautiful than a paved street with broken boxes, brick-bats and weeds high enough for the children to play "I spy" in, yet we know of a place like this overlooking one of our prettiest parks. Every citizen is a definite factor in building and beautifying a city. Let us all get busy. Dr. Blocker is the right man in the right place. The work he has done by the city on our parks does him great credit. Every citizen points with pride to the parks and parkways of today. Of course there are spots still untouched by the city. He patient. It takes time and money to build a city and compare our city of today with six years ago and you can easily see how much has been done. Give us six years more of wide awake co-operation from our citizens and up to date municipal government and there will be few complaints against Pensacola as a good city to live in. It costs \$10 to run an automobile on the streets of New York city using muffler cut out. Most prominent in charging the law into effect was the Touring Club of America. The citi-

DON'T NEGLECT CATARRH

Even in its early stages Catarrh is a most distressing complaint, known by its symptoms of stuffy feeling in the head and nose, roaring in the ears, mucus in the throat, difficult breathing, etc. When the blood becomes thoroughly polluted with catarrhal matter the inflammation extends to the bronchial tubes, causing hoarseness and often an aggravating cough, the stomach is affected, resulting in dyspepsia, loss of appetite, and gradually all the mucous membranes of the body become diseased. Catarrh is a deep-seated blood disease and must be treated constitutionally; it is beyond the reach of local treatment. Only temporary relief can ever be had from the use of sprays, washes, etc. S. S. S. cures Catarrh by cleansing the blood of all impure catarrhal matter and at the same time building up the entire system. It goes down into the circulation and removes all impurities. Then as pure, nourishing blood circulates through the body, the inflamed membranes heal, all discharges cease and every symptom of Catarrh passes away. Don't neglect Catarrh; cure it with S. S. S. as thousands have done. Book on Catarrh and any medical advice free.



THE SWIFT SPECIFIC CO., ATLANTA, GA.

Just a Word to Any Man About Some Big Suit Values



BECAUSE--The W., P. & R. store has decided to close out their summer stock of MEN'S HIGH GRADE TAILORED SUITS, in order to take care of the fall business, you can avail yourself of the following sale prices just now:

| | |
|------------------------------------|---------|
| \$10 and \$12.50 Suits | \$6.50 |
| \$15.00, \$16.50 and \$18.00 Suits | \$10.00 |
| \$20.00, \$25.00 and \$30.00 Suits | \$15.00 |

Also Low Shoes—The best 25% Discount in the house, up to \$6, at

(This Ad Speaks Very Much For Itself)

Watson, Parker & Reese Co.

"Everything to Wear."

zons living on the paved streets would like Pensacola to have a law of this kind. The motorists must be deaf or they believe the people living along the streets deaf as no people could endure such a racket as we now have without a protest.

Care for Dumb Brutes. Many favorable comments have been made on the care that was given the teams doing street excavating during the recent hot spell. The owner is to be congratulated on his method and seeing that his orders were enforced. No doubt it saved him money as well as comfort for the dumb animals. A common straw hat with ear holes cut

and a wet sponge stuffed into the crown and tied securely to the top of the animal's head will lessen danger of losing teams during the hot season.

We have heard some complaints of destruction to garbage cans by the drivers. There is a law governing this act. Any one having this complaint can take the matter up with Mr. Filming and he will see that it does not occur. Just one word to the good housewife regarding your garbage receptacles. It is best to use the regulation cans and compel the driver to

take care of them, but have your receptacle of such size and weight that the one driver can handle it. One man can lift three bushels of ordinary mixed garbage, but it is a question

(Continued on Page Thirteen.)

LOWER AND LOWER. Four dozen Pearl Buttons for Monday only, 10c. Brawnner-Riera Co.

You can not afford to take chances with the linens that form a part of your daily apparel

You will not take the least possible chance if you will but take our advice and see that your laundry bag and its contents visits

The Empire

"Where Linen Lasts"

each and every week.

DO IT NOW
PLAY SAFE.

Phone 322

and the Empire Wagon will call.

Tomorrow! Tomorrow!

Opening of the

ELITE THEATRE

With first-class program of pictures and music.

Hear Prof. Seel's Elite Orchestra of Eight Pieces.

Unequaled by any orchestra of its size.

Song by ELMER JEROME, the South's most popular lyric tenor.

Admission, 5 and 10c



Excursion Fares From Pensacola



To Chicago, Ill., and Return, \$28.35. Tickets on sale July 31 to August 3, inclusive. Return August 22. No extension of limit.

Nashville, Tenn., and Return, \$18.95. Tickets on sale August 10 and 11. Return August 17. Privilege of extension to September, 1912, upon deposit of ticket and paying \$1.00.

Black Mountain, N. C., and Return, \$18.65. Account Montreal Chautauqua and Religious Assemblies. Tickets Sold July 5, 12, 19, 27, 28, August 2, 5, 9, 12, 19. Return Limit September 1.

C. A. FLOWERS, Ticket Agent
J. W. LURTON, D. P. A.



Under No Circumstances

would we permit a piece of meat to leave our store unless we knew it would give genuine satisfaction. We handle only prime stock, and our steaks, chops, etc., are always as tender and juicy as they can be. Quality guaranteed. Full weight likewise.

THE PARLOR MARKET

214 South Palafox Street
Phones 173-174

IOWAN WANTS INFORMATION

WRITES TO SECURE COPIES OF THE JOURNAL'S WASHINGTON COUNTY EDITION—IS INTERESTED IN FLORIDA, AND THE BAY COUNTRY PARTICULARLY.

The following letter from far-off Iowa is self-explanatory:

Nodaway, Iowa, July 31, 1912. Gentlemen: I notice in the Lynn Haven Tribune that you were preparing to issue a number containing a write-up of that place and the bay country. I am sending a dime for copies of that issue, as I have property at Lynn Haven and want to learn all I can about the place.

Yours,
E. J. ORR.
The Journal's Washington county edition will be out next Sunday and Mr. Orr will assuredly receive some copies of it. These editions are of great value to Florida and The Journal is glad to be able to perform the service.